

CPLN 618 – GLOBAL URBAN DEVELOPMENT, PLANNING, AND POLICY

University of Pennsylvania, Department of City and Regional Planning

Fall Semester, 2006

Visiting Professor: *Dr. Marc A. Weiss, Chairman and CEO, Global Urban Development*

Assigned Readings:

- 1) Chan Chin Bock, *Heart Work* (Singapore Economic Development Board, 2002)
 - 2) Manuel Castells and Peter Hall, *Technopoles of the World* (Routledge, 2000)
 - 3) Hernando De Soto, *The Mystery of Capital* (Basic Books, 2003)
 - 4) Mila Freire and Richard Stren, eds., *The Challenge of Urban Government* (World Bank Institute, 2001)
 - 5) Aprodicio Laquian, *Beyond Metropolis: The Planning and Governance of Asia's Mega-Urban Regions* (Woodrow Wilson Center Press, 2005)
 - 6) Hugh Schwartz, *Municipal Revitalization: The Case of Curitiba, Brazil* (Higher Education Publications, 2004)
 - 7) United Nations-Habitat, *State of the World's Cities 2006/7* (Earthscan, 2006)
 - 8) Muhammad Yunus, *Banker to the Poor* (Public Affairs Press, 2003)
 - 9) *Global Urban Development Magazine* (<http://www.globalurban.org>)
- 10) Four assigned readings (on Washington, Baltimore, Pittsburgh, and the Community Productivity Project) will be distributed in class. Four supplemental items have been placed on Library Reserve (in addition to all of the assigned readings): Carole Rakodi, ed. *The Urban Challenge in Africa* (UN University Press, 1997); Tim Campbell, *The Quiet Revolution: Decentralization and the Rise of Political Participation in Latin American Cities* (University of Pittsburgh Press, 2003); *Baltimore Economic Growth Strategy* (Baltimore City Government, 1999); *Enhanced Industry Cluster Analysis* (HUD, 1996).

Note: All students registered for the course will be required to write a 27-page paper based on a semester-long research project, to be summarized in a 15-minute presentation during one of the last two class sessions. A basic explanation of themes and methods is on pages 3-4.

September 7: Welcome and Introductions; Lecture and Discussion on Global Institutions

September 14: Lecture and Discussion on Metropolitan Economic Strategy; Student Presentations on Global Institutions

Read: Yunus, Weiss, and Hall articles in GUD Magazine (May 2005) and Friedman article in GUD Magazine (March 2006)

September 21: Lecture and Discussion on the Key Principles of Metropolitan Economic and Community Development; Case Studies of Washington, DC and Baltimore, MD

Read: Weiss article in GUD Magazine (March 2006); *The Economic Resurgence of Washington, DC: Citizens Plan for Prosperity in the 21st Century* (District of Columbia Government, 1998); *A Community Views its Future: The HUD Report on Baltimore, Maryland's Metropolitan Economic Strategy* (U.S. Department of Housing and Urban Development, 1997)

Due: Final Project Paper Proposal

September 28: Lecture and Discussion on Singapore's Metropolitan Economic Strategy

Read: *Heart Work*; Yuen article in GUD Magazine (May 2005); *GUD Singapore Metropolitan Economic Strategy Report*

October 5: Lecture and Discussion on Curitiba, Brazil's Metropolitan Economic Strategy

Read: *Municipal Revitalization: The Case of Curitiba, Brazil*; *GUD Curitiba Metropolitan Economic Strategy Report*; Taipale and Montezuma articles in GUD Magazine (May 2005) and Roper, Hook, Al Marashi, and Fusco Girard articles in GUD Magazine (March 2006)

October 12: Lecture and Discussion on Technology, Culture, Innovation, and Metropolitan Economic Strategy

Read: *Technopoles of the World*; "Technology Development, Neighborhood Planning, and Negotiated Partnerships: The Case of Pittsburgh's Oakland Neighborhood"; Rypkema article in GUD Magazine (May 2005) and Stafford/Kaplan and Peirce/Johnson articles in GUD Magazine (March 2006)

October 19: Lecture and Discussion on the Challenge of Urban Poverty

Read: *State of the World's Cities 2006/7*; GUD Community Productivity Project (CPP) proposal; Sheehan, Nwaka, Jaeckel, and Hobsbawm articles in GUD Magazine (May 2005) and Kuiper/van der Ree, d'Cruz/Satterthwaite, Garau/Sclar/Carolini, Serageldin/Soloso/Valenzuela, Grown/Gupta/Kes, Jagger, Schilderman/Ruskulis, and Birdsall/Levine/Ibrahim articles in GUD Magazine (March 2006)

October 26: Lecture and Discussion on Microfinance and Urban Poverty

Read: *Banker to the Poor*; Daley-Harris article in GUD Magazine (March 2006); re-read Yunus article in GUD Magazine (May 2005)

November 2: Lecture and Discussion on Land Ownership and Urban Poverty

Read: *The Mystery of Capital*; Wegelin article in GUD Magazine (May 2005) and Durand-Lasserre, Billand, Okpala/Mutizwa-Mangiza/Moisseev, Wegelin, Marcuse, and Wetzel articles in GUD Magazine (March 2006)

Due: Draft Project Paper

November 9: Lecture and Discussion on Metropolitan Governance

Read: *The Challenge of Urban Government*

November 16: Lecture and Discussion on Metropolitan Planning and Development

Read: *Beyond Metropolis*; Jaeckel/van Geldermalsen article in GUD Magazine (March 2006)

November 23: Thanksgiving Holiday (no class)

November 30: Student Final Project Presentations and Discussion

December 7: Student Final Project Presentations and Discussion

Due: Final Project Paper

DESCRIPTION OF FINAL PROJECT PAPER ASSIGNMENT:

Each student enrolled in the course will be required to individually write a semester-long final project paper on a Comparative Global Analysis of Metropolitan Economic Strategy. Students will submit a written proposal on September 21st. In the proposal students will select three central cities/metropolitan regions around the world to be studied: one of these urban regions is a free choice, and can be a place with which the student is already familiar. The other two places must be on two different continents than the first city/region, and one of these must be in the developing world, with the other in the developed world (for purposes of this exercise, consider all of the members of the OECD as part of the developed world, with the exception of Mexico and Turkey). Thus, all proposals will include three different continents, with either two cities/metropolitan regions from the developing world and one from the developed world, or vice versa. By September 28, I will either approve the initial proposal or suggest changes. As soon as the three cities/regions are approved, then students can commence with detailed research, analysis, and writing.

Students will research and write the following: an analysis of the Metropolitan Economic Strategy of each of the three cities/urban regions, followed by a comparative analysis of all three places. There should be a one-page Executive Summary, followed by each of the individual Metropolitan Economic Strategy analyses which should be 7 double-spaced typed pages (or a total of 21 pages for the three report), and then a 5-page comparative analysis (for a total 27-page paper, not including maps, charts, graphs, tables, appendices, bibliographies, and other supporting material. At least two maps--one national and one metropolitan--are required, along with references and a complete bibliography of all written documents and oral interviews, and a list of the metropolitan region's 25 largest employers. Other visual material to present data is highly recommended, though not required). I will devote considerable time in class and during office hours teaching everyone how to do the research and analysis. Students should carefully study the Baltimore Metropolitan Economic Strategy Report as the standard to be followed, with additional inspiration to be gained from the Singapore and Curitiba Metropolitan Economic Strategy reports, though the latter two do not precisely follow the prescribed approach. The assigned format for the individual Metropolitan Economic Strategy reports is as follows:

I. Executive Summary (one page)

(Note: Answering the following section should be roughly 7 pages for each of the three case studies)

II. What are the engines of the metropolitan regional economy?

- A. How has the metropolitan economy been evolving since 1945?
- B. What are the leading industry networks in the metropolitan region?
- C. Where is economic activity located across the metropolitan region?

III. What is the metropolitan region's economic strategy?

A. What economic, social, and environmental challenges and opportunities is the region facing, and how do they help shape the Metropolitan Economic Strategy?

B. In terms of leadership and governance of public and private institutions (including civil society), how well organized is the metropolitan region for developing its economic strategy?

C. What are the key elements of the metropolitan region's economic strategy?

IV. What can the national government and international institutions do to support the metropolitan economic strategy? (Note: if the metropolitan region is located in more than one country, then include all relevant national governments. Also include any provincial or state governments that have jurisdiction over the metropolitan region in your answer to this question).

V. What is your evaluation of the metropolitan region's economic strategy? Will it succeed? If so, why? If not, then why not? What is missing? How can it be improved?

VI. Analyze comparatively your three Metropolitan Economic Strategy case studies. What are your conclusions and lessons learned in terms of Global Urban Development, Planning, and Policy? (5 pages)

FINAL PRESENTATION IN CLASS AT THE END OF THE SEMESTER

Each student will be required to make a 15-minute presentation summarizing the key facts and analytical findings of your Final Project Paper at one of two sessions, either on November 30 or on December 7. The order and date of presentation will be assigned on November 16. It is vital that students do not exceed the 15-minute time limit, and therefore please make sure to cover the most important highlights and not get bogged down in excessive detail. You should write out your presentation, and rehearse it at least two times, once alone, and the second time, with family or friends as an informal audience. Visual display, such a Power Point, slides, or overheads, are not required, but they are strongly encouraged, in order to enhance the quality of the presentation. However, the most important aspect of your presentation is the clarity of your thinking and your verbal communication, so while visual material can be quite helpful, it is no substitute for speaking ideas that are both clear and comprehensible. Remember the quote from Albert Einstein: "The true challenge for the intellectual is to make everything as simple as possible, but no simpler." Good luck!